

National Problem Gambling Helpline

# MODERNIZATION FORUM

March 2023



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March

Updates  
Problem Solving  
Q&A

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# Updates: Data and Reporting

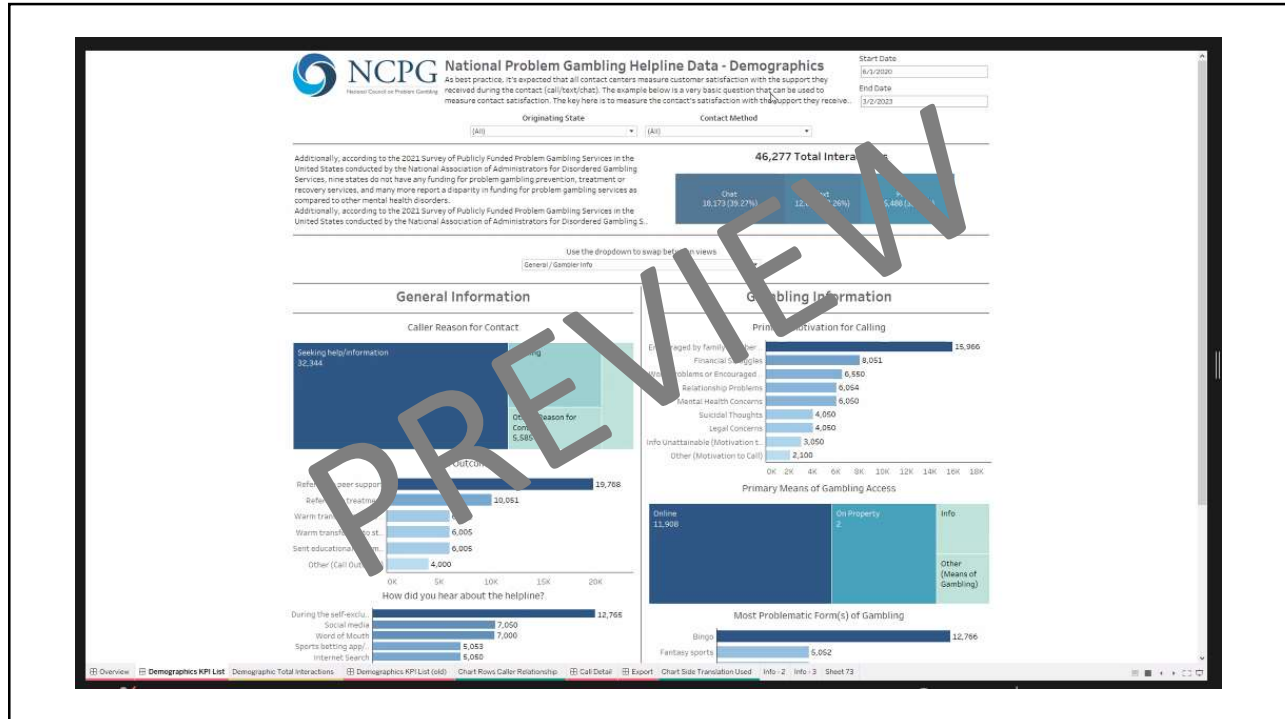
- ★ Next Week: National Problem Gambling Helpline Centralized Reporting System Launches!
- ★ **MARCH: Public release of the National Problem Gambling Helpline Data Dashboard**

IN PROGRESS:  
Demographic and Outcome Data.

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# Updates: Marketing

**MARCH: Logo and brand guide release**

**IN PROGRESS:**  
Talking points, toolkit, PSA and NCPG site updates.

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## Tough Questions: Communication and Key Language

- How can we effectively communicate what the National Problem Gambling Helpline and Network are?
- How can we appropriately advertise the Helpline to avoid customer service calls? What else can we do to help?
- How can we ensure everyone has the information they need?



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